



JIM MORRIS  
Senior Chain Accounts Manager

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July 28, 1995

TO: G. P. Mitchell F. E. Cook P. J. Gilotty  
D. L. James F. V. Natale R. L. VanSickle  
F. J. DeJong D. M. Comer  
All RJR Sales Reps with ACME Responsibility in Divisions 1226,  
1230, 1324, 1326, 1327, 1332, 1334 and 2922  
Distribution through ROUs: 1210, 1310, 2910

SUBJECT: *Acme Markets (CID No. 0320-00-00)*  
*Acme Markets/RJR UPMs*

Ladies and Gentlemen:

For clarification purposes, attached is an authorization from Acme Markets, Mr. Thomas Merrick, Cigarette Category Manager. Authorization clearly states locations with one (1) self-service UPM should have RJR fixture. Locations with two (2) UPMs, RJR should have one (1) and Philip Morris the other.

Please use this authorization at store level to correct any misunderstandings that may have occurred recently.

Also, if you have locations currently without a UPM, contact store manager and present to him the advantages of selling cigarettes at the beltline. If you are successful and need any UPMs, please contact my office.

Thank you for your ongoing efforts and assistance with this chain.

Warm regards,

J. A. Morris

JAM:des ✓  
Attachment

DM	T&D	REP
1224		
1225		
1226	✓	1, 2, 3, 8, 9, 10, 11, 14, 15, 16, 21, 22, 23, 24
1229		
1230	✓	2, 4, 6, 7, 9, 11, 12, 13, 15, 25, 26
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

"We work for smokers."

51853 2863